

ASSISTANT FILM COMMISSIONER

Class Definition

Under general administrative direction, plans, develops and administers a comprehensive economic industry relations program to maintain, increase and facilitate motion picture/television industry activities.

Distinguishing Characteristics

The Assistant Film Commissioner markets, promotes and encourages the film and television industry to utilize the City of Fresno and Central Valley as a location for filming; coordinates and works with all facets of the industry advising management of economic, policy and public relations effects of industry related actions. This is an unclassified position in which the incumbent serves at the will of the Deputy Mayor.

Typical Duties

(May include but are not limited to the following.)

Responsible for a comprehensive program for the filming of feature films, commercials, television programs and other venues of production in the City of Fresno and supervising the work of staff engaged in activities involving administration.

Assists in promoting the economic benefits of the City of Fresno and the Central Valley for on-location filming, promoting the area's spectacular scenery, great diversity of locations, low cost of doing business and close proximity to major attractions.

Supervises the development and maintenance of a catalog of location photographs, descriptions of buildings, streets, towns and natural areas that are suitable for film locations. Maintains detailed information of location benefits and requirements for particular projects.

Plans, organizes and implements a broad public relations program involving media relations, advertising, public relations and related supporting activities.

Negotiates and oversees the contracting of specialized services; advises elected officials and departmental management regarding the potential effect of proposed policies and actions and assists in formulating appropriate responses to meet industry needs.

Works with industry representatives to develop procedures and activities that will enable the industry to work in the city with the least amount of difficulty; assists in providing local talent, technicians, construction helpers, transportation, etc. as required by film producers.

Monitors new developments in the industry to meet changing needs; analyzes competitive efforts by other cities and develops strategies to maintain a competitive edge.

Performs related duties as required.

Knowledge, Skills, Abilities

(The following are a representative sample of the KSA's necessary to perform the duties of the class.)

Knowledge of the principles and practices of public administration, budgeting, accounting, and finance methods.

Knowledge of city policies, procedures and facilities as well as an understanding of the economic and operational aspects of the industry.

Knowledge of the production aspects of the motion picture and television industry and its economic relationship to the community.

Knowledge of the principles and practices of public relations, including media relations, promotional activities, advertising, community relations and public affairs.

Skill to operate an office computer and a variety of word processing and software applications.

Ability to exercise independent judgement in advising top management regarding industry related matters.

Ability to train, supervise, direct and evaluate the work of others.

Ability to prepare clear, concise, and comprehensive reports, records, correspondence, and other written materials and to make clear and persuasive oral presentations.

Ability to establish and maintain positive working relationships with representatives of community organizations, state/local agencies and associations, City management and staff, and the public.

Ability to speak effectively in public.

Minimum Qualifications

Graduation from an accredited college or university with a bachelor's degree in marketing, mass communications, public or business administration, or related field and four years of increasingly responsible experience in marketing, public relations, advertising, or related field.

Special Requirement(s)

Possession of, or the ability to obtain, a valid Class C California driver's license at time of appointment.

APPROVED: _____

Director of Personnel

DATE: _____